

# Apps Unveiled

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READ-TRY-EXPERIENCE



## APPY HOME SERVICES



Apps help you get things done  
EASILY | RELIABLY | QUICKLY



App of the month

## DUBSMASH

Record videos of yourself  
dubbed over famous quotes

Editor's Choice

## GUVERA★

Stream unlimited music  
– whenever you want  
– wherever you want

## WINDOWS APPS



Help your kids do more  
this summer vacation!

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SERVICES ▼

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Getting a right AC servicing technician or a plumber to a carpenter is a huge challenge in terms of time, quality of work, reliability and most importantly safety. Usually it works on word of mouth references and introductions, but no assurances on quality and reliability of services rendered and standardization. In a scenario like this, many new startups entered into the local and home services space to provide you a quick access to all the handyman services just with a few swipes and taps on your smartphone. In fact, risk investors are rushing to fund a clutch of early-stage mobile marketplaces in the local and home services space, which let you hire experienced and background checked service professionals including plumbers, electricians, carpenters and home cleaners among others through a mobile app. To help you, we have reviewed some of the famous free mobile apps in the home services industry. These apps are here to help you find the reliable handyman services at your convenience. From a plumber to a wedding photographer or a yoga instructor, you will find the help for most of the home services that you can think of. Moreover, these apps promise reliability, fair pricing and 100% customer satisfaction. Let's have a quick look at some of these apps:

# a note from the EDITOR

In today's mobile-first world, day to day a new technology coming into the app market, making easier for each one of us to save our valuable time. Here, we are talking about many new startups that have entered into the local and home services space to provide you a quick access to all the handyman services just with a few swipes and taps on your smartphone. In fact, risk investors are rushing to fund a clutch of early-stage mobile marketplaces in the local and home services space, so you get the reliable handyman services right at your doorsteps, at your convenience. We have reviewed apps in this category, namely Timesaverz, UrbanClap, Zimmer, HouseJoy, LocalOye, Taskbob, DoorMint, MrRight and FindYahan. Whether you are looking for a plumber, home cleaner, electrician, carpenter, photographer, personal gym instructor or a yoga expert to come to your place at your convenient time, these apps will assist you in finding the right match. As of now, cities covered by these apps are limited to metros, but need not to worry as these apps are in news for raising good funding, so that they can make their services available across multiple cities, covering almost each and every handyman service category that you can think of.

Ok! Have you seen any Dubsmash video yet? Yes? Then you must be already a fan of Dubsmash. For the ones who still haven't heard of Dubsmash, let me tell you the fact first. This app has already been downloaded by 50 million users in 192 countries since its launch in November 2014. Wondering, what is Dubsmash app all about? Read its detailed review in this issue.

As we all will be celebrating the first International Yoga Day on June 21, 2015, that's why we have reviewed four best yoga apps in the "The Healthy Way" section of this issue. Whether you want to practice poses or complete yoga training sessions, and whether you're a yoga master or just getting started with yoga, there's something for everyone.

That's not all! There are lots of more apps in this issue across different categories that you would definitely like. Go ahead, grab your copy now! Be Appintelligent!!

Appy Reading😊

Jyoti Aggarwal

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CLEANING



REPAIR



HANDYMAN



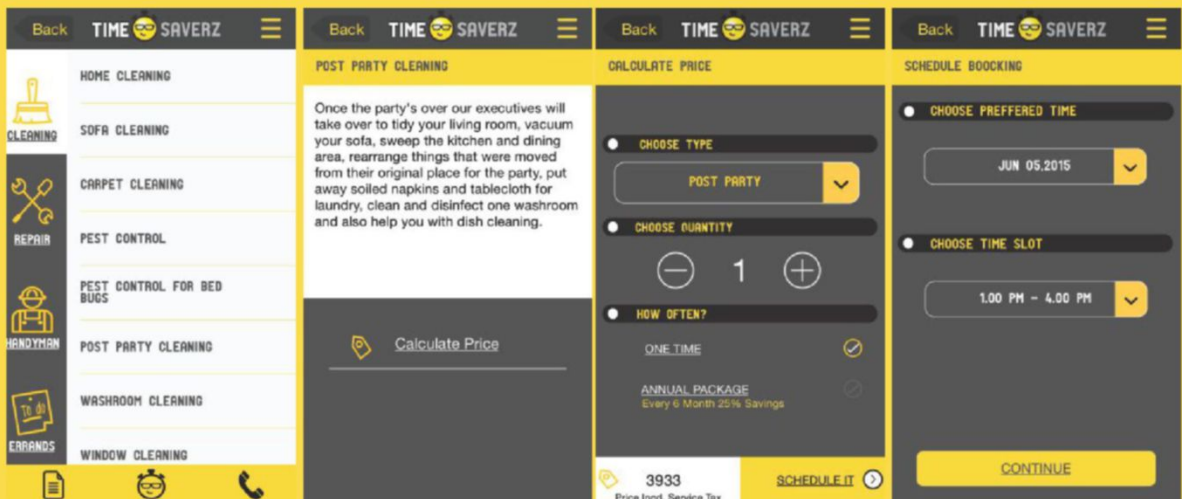
ERRANDS

# TIME SAVERZ

From carpet cleaning to running errands to repair and maintenance, Timesaverz is here to help!

Timesaverz calls itself India's first on-demand platform dedicated to home services. It is in the business of getting curated service providers to your doorstep for various home services ranging from cleaning, repairs, handyman jobs to running errands and helping with paperwork. If you are looking for the right and trustworthy handyman, this is the right place because each service agent's background is checked and skills verified.

Timesaverz is guided by the vision to create more me-time for time-pressed metro dwellers by giving them access to on-demand home-jobs fulfillment. It has a network of 1000-plus service partners across Mumbai, Pune and Bangalore catering to over 5000-plus households fulfilling almost 70% of their home-service requirements. The business model is based on a commission structure wherein Timesaverz retains around 20% of the payment made by the end consumer and passes on the rest to the service partner as fees for jobs done.



## QUICK LOOK AT TIMESAVERZ:

**Cities covered:** Mumbai, Pune and Bangalore

**Home Services offered:** Cleaning (pest control, home, window, washroom, sofa, carpet, post-party cleaning and car detailing), Repair (air conditioner, microwave, fridge, computer and water purifier), Handyman (plumber, carpenter, electrician for minor work) and Errands (pick-up and drop facility for your personal documents).

**Who are Timesaverz service agents:** Timesaverz certifies their agents' skill sets, conducts a background check and trains them on soft skills, ensuring to service your request on time by trusted people who are 100% accountable for quality service.

**Cancellation Policy:** Cancellations are accepted till about 3 hours before the assigned job time. Post that, you have to pay 15% of the charges to make up for the loss that the agent would have to bear due to last minute cancellation. Also, it promises money back in case of a goof up, which is a rare case - according to Timesaverz.

**Payment terms:** You can pre-pay online to enjoy a discounted rate, or you can pay online within 24 hours after the job is done.

**Something Extra:** If you can't find what you are looking for, you can call Timesaverz customer support straight from the app with one click.

**App Available on:** iOS, Android



## DOORMINT

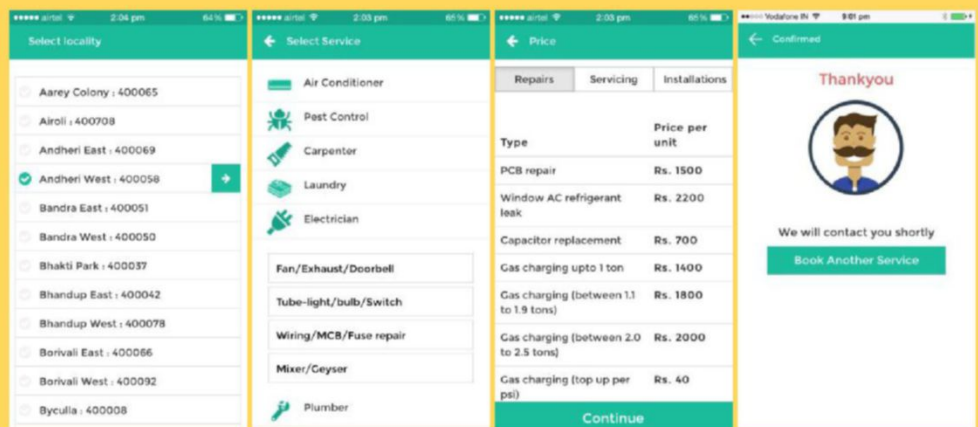
service at your doorstep

DoorMint is the solution to all your household troubles and it's just a click away. It provides you hassle free, punctual and transparent utility services at your doorstep. By integrating the latest technology with operations, DoorMint eliminates customer effort in multiple followups and negotiations and delivers a delightful and safe customer experience.

The app is very intuitive and simple to use. With a few taps on the phone, you can book a service with DoorMint taking care of all the steps from sending the right person on the right time to excellent service delivery with full transparency in pricing.

To attain a benchmark service quality and happy customers, DoorMint doesn't compromise on the quality of service personnel who are employed to do the job. A

strict on-boarding process is kept in place to make sure the customer is completely satisfied with the DoorMint service. This includes various background checks, education and communication skills check. Also, DoorMint keeps a strict vigil for the first two jobs of the person on-boarded and customer feedback is taken. Once both the customer and DoorMint are satisfied, the service person is on-boarded.



### QUICK LOOK AT DOORMINT:

**Cities covered:** Mumbai

**Services offered:** Air Conditioner installation and repair, pest control, carpenter, laundry, electrician, plumber, and appliance repair and service among others.

**How it works:** To get started with, select your area in Mumbai from a list on the app, select the service you need, get price estimates, view terms and conditions and then register yourself by giving your contact details. After that, you will get your serviceman details shortly. Then you can confirm your booking by providing postal address, date and time.

**Pricing Model:** Standardized pricing

**App Available on:** iOS and Android

YOU NAME IT  
WE FIX IT





**FindYahan app helps you get things done Easily, Reliably and Quickly. Whether you need a yoga instructor, need to hire a cook or looking to plan a party, FindYahan app is the easiest way to find and hire the best service providers. The USP of FindYahan when compared to other similar apps is that it offers a wide choice of services for which you can hire a reliable help right from your smartphone!**



The FindYahan app has a simple and intuitive Request Submission Process where a user answers a few quick questions about the service he is looking for and the budget he is comfortable with. Then the lead is shared with the service providers without the contact information of the customer. Only those service providers who buy the lead are able to contact the user, ensuring to fulfill his exact requirement at a specified location and within the budget. Thus, one doesn't get spammed with un-necessary calls.

## QUICK LOOK AT FINDYAHAN:

**Cities covered:** New Delhi, Faridabad, Noida, Gurgaon and Jaipur

**Home Services & Skills offered:** Food (tiffin services & daily meals, cooking classes, cakes, caterers), Events (photographers, bartenders, event planners, choreographers, valet services), Wellness (yoga & meditation, sports training, zumba, aerobics, physiotherapy and more), Beauty (hair stylist, mehndi/makeup artists), Domestic Help (cook, elderly care, driver, maid), Home maintenance (interior designers, pest control, cleaning and repairing services), Classes (guitar, music, language classes, vocal classes), Business (accounts & taxes, content designing, web design & development, graphic design), On-Demand Services (driver on demand, dry cleaning, doorstep laundry and many more).

**How it works:** Fill out the service request form on the app and within hours, it will connect you to several available and qualified service providers. Compare prices, reviews, ratings and profiles and then hire the best!

**Why FindYahan:** Online and offline verification ensures a safe and reliable service providers community and the option to sign up with Facebook, so you can scan for mutually connected service providers for added trust.

**Pricing Model:** Customized price quotes from service providers

**App Available on:** Android

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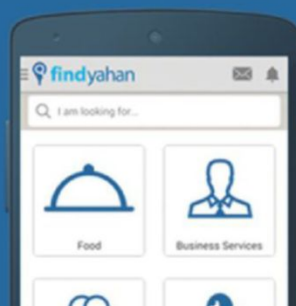
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Download FindYahan App!

Tell us your Requirements

Compare Various Providers

Hire the Best Professional!



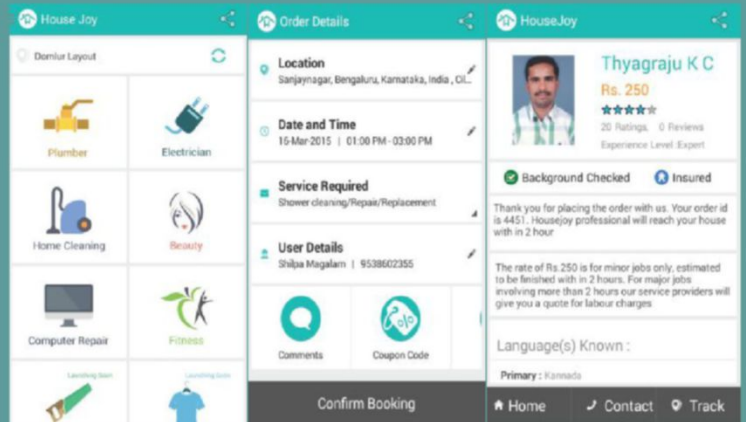




# Housejoy

Whether you are looking for a plumber, home cleaner, personal gym instructor or a yoga expert to come to your place at your convenient time, Housejoy will assist you in finding the right match. All service providers are certified by experts and background checked to ensure they do not have a criminal history.

The Housejoy app allows you to book a service, show you a detailed profile of the service provider and also track his location. By tracking his location you have complete oversight over his time of arrival. The app also gives you the ability to view the service provider's photo, past reviews, previous jobs, and you can also review his work once completed. With amazing discounts for app users, Housejoy is the one-stop shop for all your home needs.



## QUICK LOOK AT HOUSEJOY:

**Cities covered:** Delhi, Gurgaon, Bangalore, Mumbai, Hyderabad, Ahmedabad, Pune, Jaipur, Surat. Coming soon to Chennai.

**Local Services offered:** plumbing, electrical, home cleaning, beauty (hair trimming, facial), computer repair and fitness (yoga, aerobics, personal trainer and nutritionist).

**How it works:** Choose the service you would like to get help with, for example - home cleaning, and after that Housejoy will check with the nearest service provider in your area and provide his details to you once he has accepted the job. The service

provider will then give you a call to confirm your address and also know more about the issue. He would arrive at your home and fix the issue on hand.

**Why Housejoy:** Transparent pricing with no hidden costs; background checked professionals; company provides an insurance claim up to Rs. 10,000/- for damages occur due to a service provider mistake (if any); company also promises to redo the work free of charge if the problem recurs within 7 days of service.

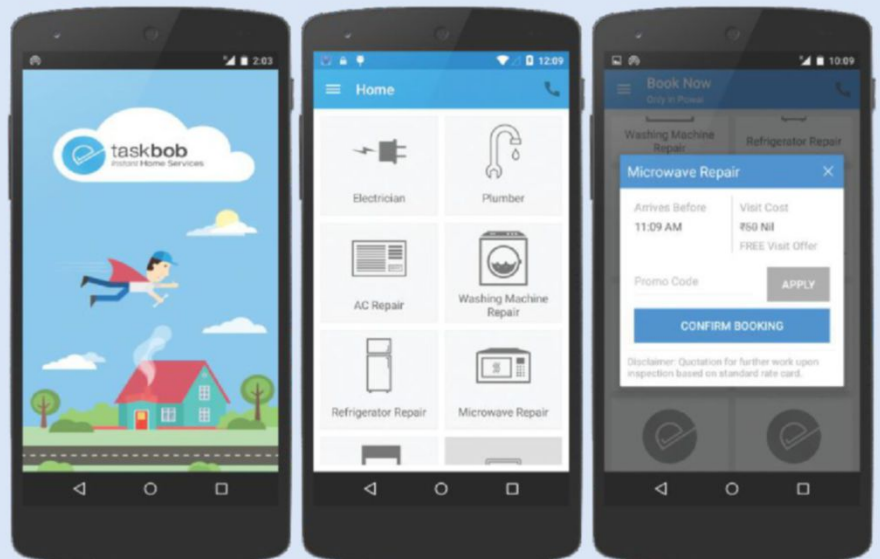
**Pricing Model:** Standardized rates for most of the services

**App Available on:** Android

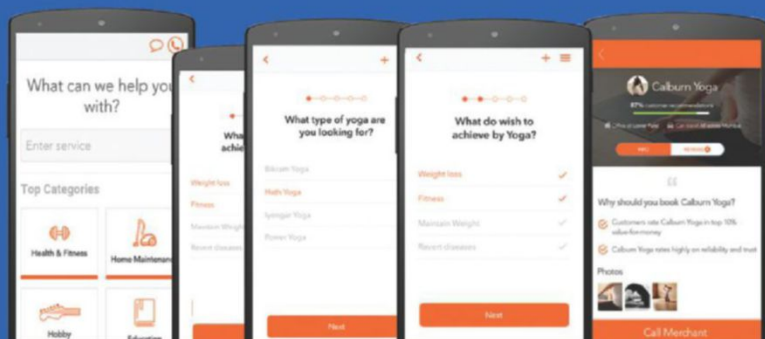


## taskbob

Taskbob has a vision of creating happy households. Want things fixed? Just tap and relax. Taskbob will manage it all. A pre-screened, certified, skilled professional and serviceman will be sent to your doorstep -- that too just in an hour!







## APPY HOME SERVICES

# LocalOye

The platform uses an advanced recommendation engine to connect customers with service professionals within a few minutes. Plus, the LocalOye team does screening and personal verification of each service professional to ensure quality, assurance and fair pricing.

You can buy groceries, TVs, furniture and even lingerie online. But why is it so damn difficult to find service providers in your own locality? Finding a reliable and trusted service professional is very difficult, be it to teach you yoga, to repair your fridge or to teach music to your kids! The current solutions are heavily dependent on a classifieds approach, with hundreds of listings and manual phone calls, which is a really frustrating experience for customers with no guarantee that the people you get connected to are even right for the job. Here enters LocalOye mobile app – mobile marketplace for hiring local service professionals for your daily needs in minutes.

### QUICK LOOK AT LOCALOYE:

**Cities covered:** Mumbai and Bangalore

**Services offered:** Health & Fitness (yoga classes & dieticians), Home Maintenance (AC installation & repair, electricians, plumbers, cleaning services, pest control, passport agents and more), Events (photographers, make-up & mehndi artists, decorators, caterers, video editing, etc.), Miscellaneous (pet grooming and sitting, astrologers, palmistry services, tarot card readers, tiffin services, etc.).



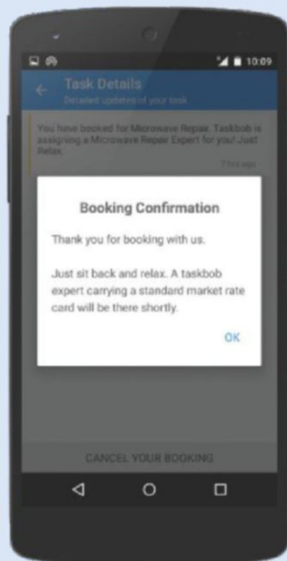
**How it works:** Submit your requirements, get replies with price quotes from professionals within a few minutes, chat, compare and hire!

**Why LocalOye:** Every service professional on LocalOye goes through a rigorous and 45 step process of skill testing, ethical guidelines test and a strict background check to ensure that you never have to worry about reliability of service providers. Also, it ensures maximum price transparency. Plus, get a service for free – if you face any issue with a service provider.

**Pricing Model:** Customized price quotes based on your requirements

**Helpline No.:** Whatsapp/Call LocalOye's customer support at 07506647901

**App Available on:** Android



### QUICK LOOK AT TASKBOB:

**Cities covered:** Mumbai (Powai, Hiranandani, Chandivali, Sakinaka, Kanjurmarg, Vikhroli, Ghatkopar, Marol, Andheri). Coming soon in Bhandup, Mulund.

**Services offered:** electrician, plumber, carpenter, home appliance repair and service, home deep cleaning, car cleaning and chauffeur services among many more.

**How it works:** Tell taskbob app what you want fixed, provide your contact details and serviceman will be at your doorstep with a standard rate card. Simple!

**Why Taskbob:** Quick service with a 1 hour guarantee; high quality service by only the most skilled, background checked and certified servicemen; standard pricing and 100% cashback on unsatisfactory service.

**Pricing Model:** Standardized pricing

**Helpline No.:** Call at +91 80-8080 9019 straight from the app.

**App Available on:** Android



Home Services Marketplace

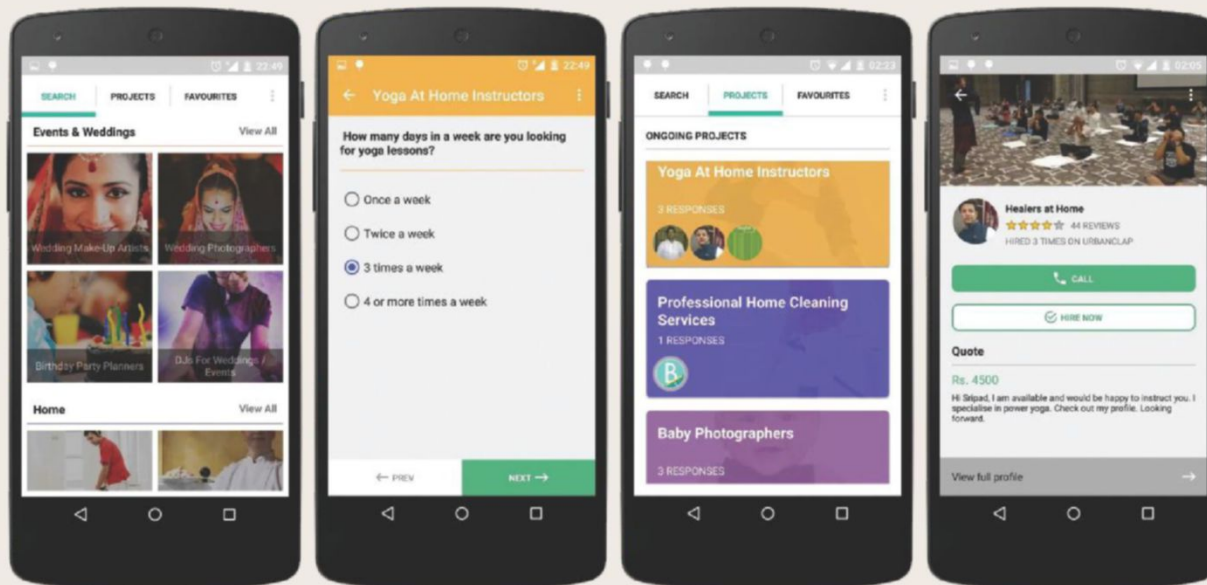
From a plumber to a wedding photographer or an educational counselor, you can find everything on UrbanClap. You only need to take a few seconds, enter your needs on the UrbanClap app and the platform will bring the right service professionals to you.

Whether you are looking to decorate your home, get candid pictures on your wedding day, plan your kid's birthday party or get healthier, UrbanClap is the ultimate destination for all your service needs. It uses technology and smart processes to structure the highly unorganized services market in India. It aspires to make hiring a service professional as easy and straightforward as buying a product from a top e-commerce marketplace.

To use UrbanClap app, you first need to select a service category and then answer a few simple, intuitive questions to let the UrbanClap understand your specific requirements.

Within hours, you will receive proposals from 4-5 trusted professionals who suit your needs and want to help you. Compare quotes. View their profile details, background and experience. Also, you can chat with the service providers to quickly work out the most suitable arrangement.

For example, suppose you want to learn guitar, the questions include what genre of music you are interested in, budget, schedule, and skill level. Then the request is matched to a handful of teachers, who respond in-app if they are interested with price quotes.



## QUICK LOOK AT URBANCLAP:

**Cities covered:** Delhi/NCR, Bangalore. Coming soon to Mumbai.

**Services offered:** There are over 50 categories, which include wedding photographers, make-up artists, salon services, birthday party planners, DJs, chefs, electricians, home cleaning & repairs, yoga & guitar instructors, French/German language classes, doorstep laundry, driver on demand, and dog trainers among others.

**How it works:** Select a service you need, submit your requirements, get price quotes from trusted professionals within a few hours of request submission, view their past work, chat with them and hire the best!

**Pricing Model:** Customized price quotes based on your requirements

**App Available on:** Android



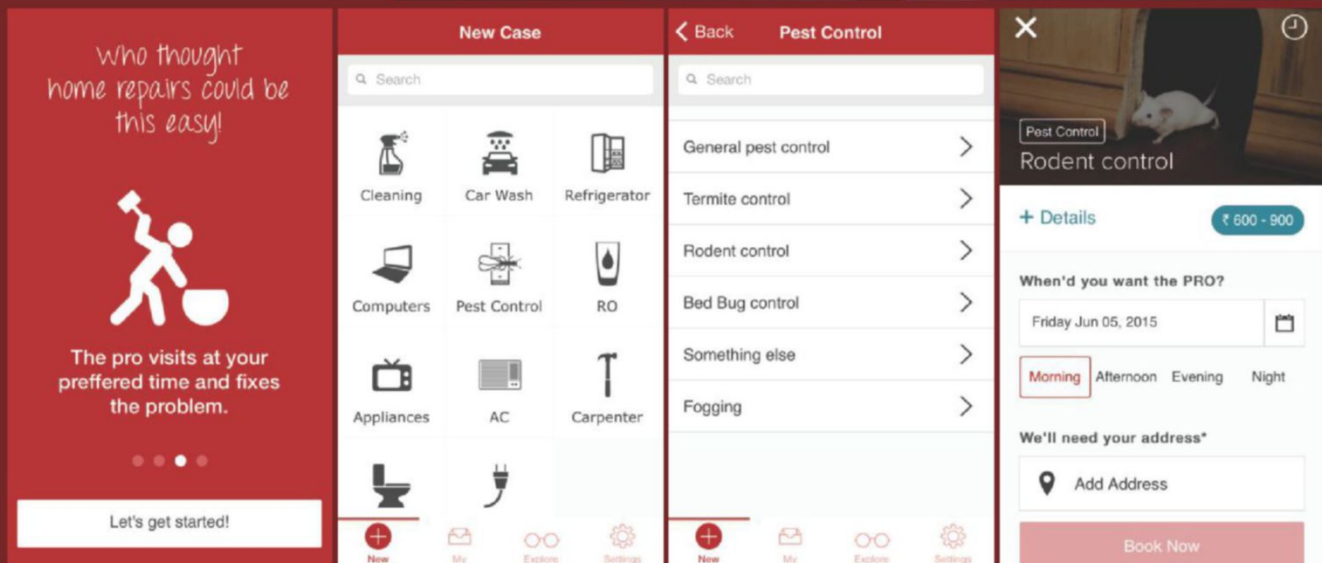
MrRight has a large network of expert and trained professionals who have been vetted for quality, reliability and customer satisfaction. Trusted by thousands of customers all over Delhi/NCR, the app connects you with the best rated local service professionals in your town.

You can choose from a myriad range of jobs within each category of core services. When a new case is created, the app –using an automated system –connects you with the best rated professionals near your vicinity by detecting the professional's location, skills and previous rating performance. The app also provides the facility to send confirmation and billing information via SMS and email to your registered contact details.

# Mr. MrRight

## Need help with odd jobs at home?

Need help with your TV, Fridge, and other appliances repairing work? MrRight app is the easiest and most reliable way to hire the right professionals for all kinds of help that you'll need at your home or office in Delhi/NCR.



## QUICK LOOK AT MrRIGHT:

**Cities covered:** Delhi/NCR - NCR covers Noida, Gurgaon, Faridabad, Ghaziabad, Greater Noida, Indirapuram. Coming soon to Bengaluru and Mumbai.

**Services offered:** home cleaning, car wash, pest control, carpenter, plumber, electrician, computer, refrigerator and home appliances repair and service among others.

**How it works:** To get started with, create your account on the app, select a case means service category, get a price estimate, choose preferred date and time, give your address and it is done. Based on your inputs, the app's automated system will find the best matching Pro for your case. Once booked, you can also call assigned professional right from the app.

**Pricing Model:** Standardized pricing

**Payment terms:** You have to pay in cash only when the home service professional completes the job. Afterwards, you can also rate the professional and provide feedback regarding your experience.

**App Available on:** iOS and Android

## APPLY HOME SERVICES



**Home services have never been so simple, but Zimmer app strives to make it just that for you.**

Everyone has experienced the pain of having to put up with an unorganized market when it comes to fixing the dripping flush tank, rectifying that electrical glitch or installing an air conditioner. But think of it this way - When one can order veggies and sell one's old gear online, why is it difficult to book home services online? Well, with Zimmer it is a cakewalk! It provides handyman services at your doorsteps at much affordable prices in the most convenient way.



## QUICK LOOK AT ZIMMBER:

**Cities covered:** Mumbai, Pune and Gurgaon

**Home Services offered:** electrical, plumbing, painting home, carpentry, home cleaning, sofa/carpet cleaning and mason services.

**How it works:** Select service and type of problem from the list; provide details - address, preferred time and location; select your payment option and relax. Zimmer will send you a help!

**Why Zimmer:** Background checked and experienced service providers; timely service – get a discount on the service, if the service professional arrives late; standardized pricing, discounts on AMC packages and guaranteed money back facility is available.

**Payment Terms:** Pay online while booking; Pay online or cash after work.

**Pricing Model:** Standardized pricing

**Something Extra:** Express Booking facility is available.

**Helpline No.:** Call Zimmer 24 X 7 straight from the app.

**App Available on:** Android

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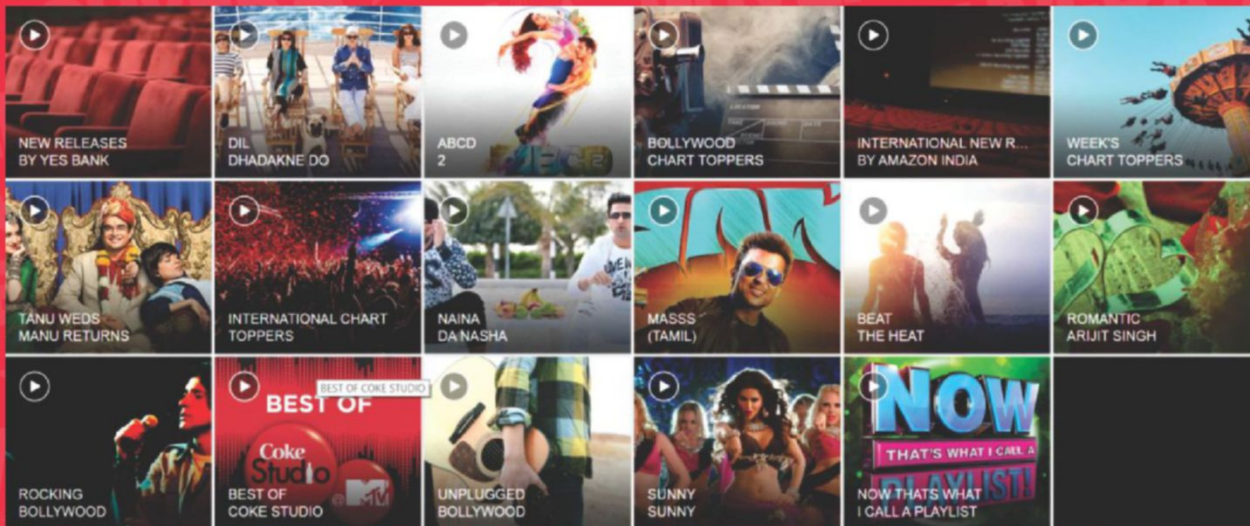
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**Who doesn't like music? Everyone does! But everyone has different taste in music. Some like to do salsa moves on romantic tunes or some like to shake their legs on Pop music. No matter what kind of music you are fond of – Guvera mobile app brings the world of music to your fingertips. Stream unlimited music – whenever you want – wherever you want it!**

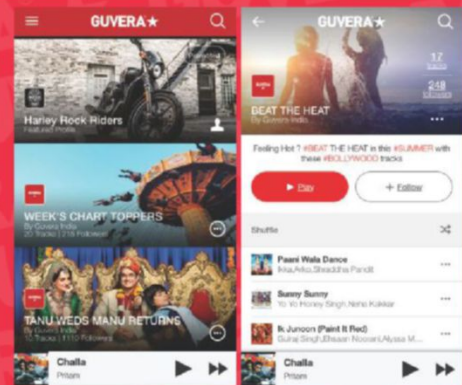
## GUVERA® ★

Being a first time Guvera app user, all you need to do is sign up, which hardly takes few seconds. Once you're past that, you can access world's largest music library, which offers you 17 million Bollywood, International and Regional tracks from the world's biggest artists. The home screen of the app greets you with the Guvera's expert-curated local and international playlists and branded channels promoted by Guvera – as Guvera uses a unique non-disruptive ad-funded model – to provide you free, legal way to stream unlimited music online.

Branded Channel is a great tool for advertisers to connect with their target audience in a native manner and push content while users listen to music. Hence, you can enjoy non-disruptive music on Guvera app whilst shopping for the latest fashion, reading up articles while on travel, or viewing exclusive videos. Guvera app thus redefined music by fusing it with culture, lifestyle and entertainment.

A unique feature of the Guvera app is #Play, which provides you with the ability to tailor a music experience based on your current mood, activity or preferences by searching using hashtags (#). You can create your own non-stop music station by swiping #tags down (in the space provided). You can also search and discover music, as well as manage and share your own playlists. Added to that, there is a "New Releases" section, which gives you an access to the hottest hits that enter the charts. The integrated social features enable you to follow friends and celebrities on Guvera, and access their playlists.

What stands out on the Guvera app is "Offline Tracks" feature, which is very unique in its own



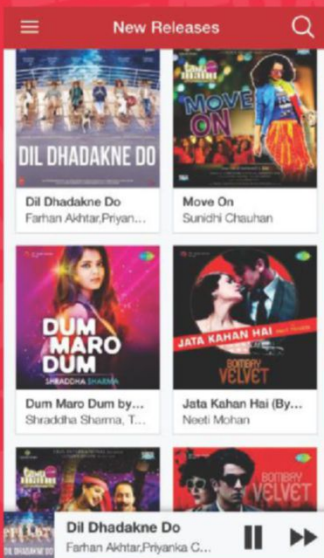
way when compared to other music streaming apps. Offline Tracks allows you to listen to cached music on your device with no data connection. How does this work? All tracks that have been streamed in full will automatically be cached (temporarily stored) in your offline tracks. Later, you can access offline tracks under the "My Playlists" tab. The best part is that this "Offline Tracks" feature comes with the free version of the app unlike other music streaming apps.

The free version of the Guvera app is more than good and gives you uninterrupted online music experience, but you also have the option to subscribe to the Guvera's premium on-demand service called 'Guvera Platinum' for a nominal sum, which gives you full control of your music experience. 'Guvera Platinum' gives you an ad-free interface, and of course, you can listen to the music you love even when you're offline.

Long story short, if you can't spend even a single day of your life without music, Guvera app is for you! In fact, it is for everyone, every music lover reading this. You must try this app at least once before moving on; it won't let you down! And over 40 million users can vouch for it!!

**Available on:**

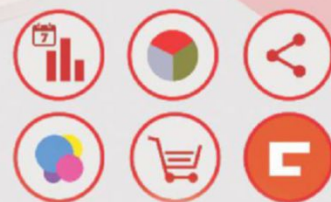
**Price:** FREE (offers in-app purchases)





# INTO THE CIRCLE

By Gameblyr, LLC



**For some - Into the Circle is a modern take on darts and for some - it is a physics-based game that's inspired by the sport of curling. Either way, it offers you long hours of fun!**

The name of the game itself describes its exact focus and goal. While trying to get a perfect score, your job is to accurately shoot the ball from one circle to the next with the right amount of force. As the game starts, you will see a ball in a circle with a moving arrow. When you tap and hold on the screen, the arrow locks into place and a power gauge begins to fill in the arrow. Once it fills with the right amount of strength you need, release it and watch the ball moving in the direction you aimed. If it lands in the circle, the game is on. Just be careful with the amount of forced used because if you overshoot, the ball will flow out of the circle. And it will be game over! The only way to continue is to spend five stars. At the start of the game, you will already get fifteen stars, with the option to earn more by watching video ads and revisiting the app daily.

And yes, if you make it into the center - exactly on the "x" spot within each circle, you get a "perfect" bonus, which increases throughout the game for each perfect you get. So the tenth perfect is worth +10 points and so on. Also, you get a star when you make three perfects in a row. The game also comes

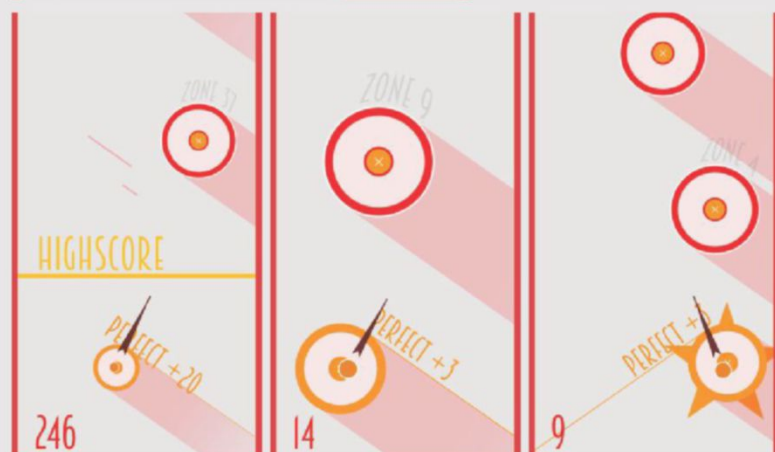
with game center support, letting you compete in weekly challenges for prizes on the leaderboards.

Since this is a physics based game, the key to mastering "Into The Circle" is having a plethora of concentration and patience, since this app isn't just a mindless touch and tap experience. It does get progressively more difficult, as the shot aiming indicator (arrow) that goes back and forth starts to increase in speed.

To sum up, it's a simple gameplay, but one that lends itself to the "just one more try" works so well here, keeping you hooked to the game for a long, long time. There is also an ultimate edition of the game that you can unlock for \$3.99 through in-app purchases to get ad free interface, two new skins and 500 stars. Just go ahead and try out this game now. You will surely like it!!

**Available on:** 

**Price:** FREE (offers in-app purchases)

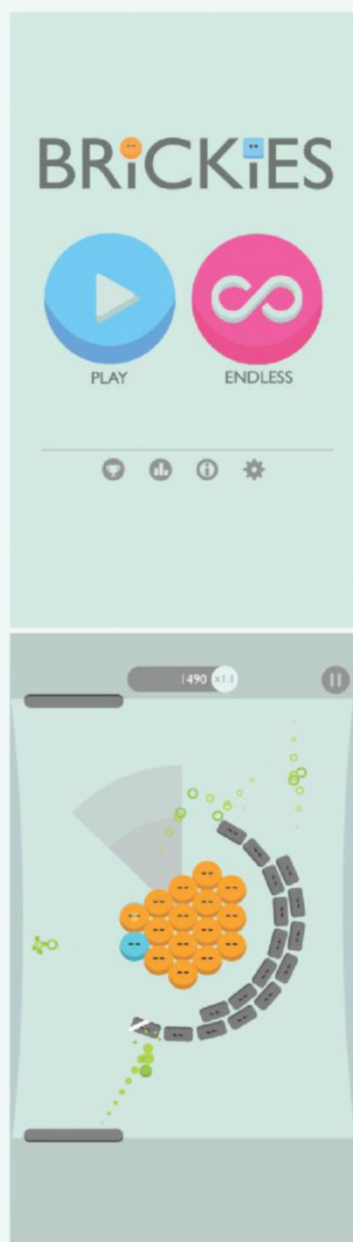






By Noodlecake Studios Inc and Ink Vial Games

**Brickies is a fresh take on the classic brick breaker game, with fast paced levels — each one delivering a race against the clock. Everything is designed to maintain a fast pace highlighted by having a paddle at the bottom and top of the screen without the ability to lose a life on missing a shot. If you miss the ball, it just becomes lifeless until it collides with your paddle again, and a lifeless ball drains valuable seconds. And time over means it is game over! Yes, you got it right! This is the twist in Brickies!!**



There are two game modes: Play and Endless. The standard Play mode is based on levels, where you have to clear the current one to move on to the next, and you can earn up to three stars depending on how many points you manage to score. There are over 100 levels and each one offers a unique challenge in the positioning of the bricks, and the way they act. There are bricks that move, have shields, explode into more bricks, and simply continue to throw new twists at you. Luckily, the game lets you unlock new exciting powers-ups as you progress through the levels and beat the timer! The power-ups will show up randomly during game play - hitting them with the ball will activate the power for a brief amount of time. You will understand the value of the power-ups as you advance through the levels.

Endless mode, on the other hand, will fill up the screen with more bricks (aka Brickies) as you clear them out, so it's more of a high score chaser mode. Regardless of which one you choose to play, the unique thing about Brickies is the fact that there is a timer running in the background, which makes it challenging - you only have that much time to clear out all of the bricks. As already been told, time over, means it is game over.

The controls in the game are simple and just as you'd expect from a brick breaker: there are two paddles - one at the top and one at the bottom. The top paddle moves in sync with the bottom paddle. Use the paddles to launch the ball and unleash a variety of power ups upon the brickies, but don't worry if you miss the ball! As said above, in Brickies missing a shot doesn't mean the game is over; it deactivates the ball until you bounce it again and then you're back in action!

Overall, if you have eternal love for classic video games, then you can give Brickies a try!

Available on: 

Price: FREE



**W**ith over 27 million downloads, nexGTV is the unmistakable TV Button on your mobile. It is Digivive's flagship, multi award-winning application offering consumers unlimited and compelling entertainment across multiple devices (mobile, tablets or laptop/PCs). The choice includes an unrivalled suite of 155+ Live TV channels aside from a huge content library comprising of Movies, TV Shows and Videos for every mood.

In an email interview with Apps Unveiled team, G.D. Singh, Director & CEO of Digivive Services shared his future plans and said, "As a young and ambitious company, we aspire to replicate the success of Netflix in India and our business focus and priorities are aligned to reinforce that objective. Hence, while on one hand, we're engaged in transforming ourselves from content aggregators to creators and publishers of original content, on the other, we're working hard on our UX/UI to facilitate easy discoverability of content on nexGTV. In other developments, while we further fine-tune our customer analytics on one side, we're also tightening our focus on our content and marketing strategies. Our attempt is to create the future". Edited Excerpts:

**Q. Tell us a bit about nexGTV and its unique features.**

nexGTV - India's preferred entertainment destination on the mobile, is the flagship offering of Digivive Services, a pioneer in the Over-The-Top (OTT) market. With over 27 million downloads, nexGTV is the unmistakable TV button on your digital device.

As an award-winning application, nexGTV offers its consumers unlimited and compelling premium entertainment across multiple devices (mobile, tablets or laptop/PCs). The choice includes an unrivalled suite of 155+ Live TV channels besides a huge content library that comprises Movies, TV Shows and On Demand videos for every mood.

Besides ranking amongst the Top 10 Entertainment Applications in App Stores, nexGTV has also won numerous laurels including our most recent - 'The Best Digital Experience Award' at the prestigious World Communication Awards 2014, in London. With nexGTV, entertainment is seamless across 2G/EDGE/3G/4G and Wi-Fi networks on platforms such as Android, iOS, Windows and Tizen, enabling consumers to remain entertained irrespective of bandwidth limitations and the operating system.

Some of our key features include:

- Huge amount of free and exclusive content, including 80+ Free Live TV channels and events such as French Open 2015, Movies and TV Shows
- Adaptive bit-rate streaming (ABRS) for top-notch viewing experience, which auto-adjusts video quality according to available bandwidth

- Resume movies and videos from the last viewed point
- Pause and Play Live TV
- Integrated 7 days Electronic Program Guide (EPG) for all channels
- Genre-wise and language-wise content display
- Sharing on social media via Facebook & Twitter
- Picture-in-Picture mode for quick-switch between channels

**Q. nexGTV app is free to download, but what about the content on the app? Is it free to watch or one has to pay for it? How do you charge your users?**

We employ with a 'freemium' model, which combines both free and paid content. A significant portion of content on nexGTV is available for free and is tagged appropriately. The rest of it, including premium, original and exclusive content is available only to subscribers, at extremely affordable price points for daily/weekly/monthly viewing. With the rising smartphone penetration and improving network coverage, the entire proposition of mobile entertainment is available to the customer in as little as Rs.125 per month for the choicest, unlimited content.

We offer multiple billing options for subscribers, including telco-billing, which accounts for a lion's share of our subscribers, primarily owing to its convenience. However, there also exist additional payment options via Credit and Debit cards as well as wallet integrations, including Paytm that have been recently added.

**Q. How is the response for nexGTV so far? How many active app users you have?**

It's been a terrific journey so far! Rising smartphone penetration, affordable data rates as well as robust telecom networks have been instrumental in driving action in the Mobile Entertainment category, which consequently, has grown by leaps and bounds over the last few years. Our efforts in live streaming marquee properties such as IPL have resonated extremely well with our audiences and we have been successful in nearly doubling our topline over last year.

We have a 10% market share of the Monthly Active Video user market in India, comprising both paid and free users. As per a report from Media Partners Asia, this segment comprised 12.3 million people in 2014 and is expected to grow at a CAGR of 43% over the next five years.

**Q. How are you taking on competition from other new players, let's say, Hotstar? What are your current marketing strategies to stay in the lead?**

We believe that competition is healthy since it not only educates the end-consumer, but also helps expand the addressable market. Competition helps in driving change and aids consumers make the best choice for themselves. Competition breeds innovation and if healthy, helps markets evolve and the customers win! Hotstar has entered at a time when the market is not just growing, but also evolving simultaneously, and where, the contours are still being drawn.



There will be trials, errors and success stories from time to time. But as they say, 'picture abhi baaki hai!'

New entrants ensure that as the leader in our category, we are constantly on our toes, remain engaged with customers and adapt and reinvent ourselves continuously to stay ahead of the curve. Our strategy is to expand our differentiation by being disruptive and one of the fundamental ways of doing that is by producing our very own content and map customer touch-points.

**Q. What are the major challenges in your line of business and how did/do you overcome them?**

One of the biggest challenges for us is to drive continuous consumer engagement with the nexGTV platform. For our increasingly discerning audience, this translates into an unceasing effort to locate, acquire, host and market interesting, edgy content, which at times may not be available. In fact, this is one of the key reasons for us to have taken the strategic decision to become a content creator ourselves. Yet another challenge is to ensuring an optimum Quality of Experience (QoE) for our viewers, which otherwise depends on the quality of network available to a consumer. Introduction of Adaptive bit-rate streaming, which automatically detects the network quality and auto-adjusts the streaming appropriately, has helped us in significantly improving the QoE on nexGTV.

**Q. What are the new trends you are expecting in this segment in near future?**

The app culture is witnessing an unprecedented rally. It is fast growing and becoming all pervasive. New apps are being launched a dime a dozen, on an everyday basis. This is expected to lead to user fatigue and finally, only a few key and relevant ones are expected to survive. Alongside, TV viewing and associated mindsets are also undergoing a seismic re-definition from 'What's on TV' to 'What do I feel like watching', independent of location and screen; with preference for mobile.

Viewers are also starting to appreciate the Quality of Production that influences the overall viewing experience; especially if paid for. Finally, with audiences becoming increasingly open towards consuming and even paying for quality content that holds relevance and value, digital snacking or consuming

succinct, interesting, engaging and visually-appealing morsels of content easily digestible on a mobile device, is on a rise.

**Q. Do you have any new tie-ups with mobile manufacturers (Indian or foreign) to get the nexGTV app pre-installed on new mobile handsets?**

We are constantly on the lookout for new partners as this lends us an opportunity to test our app's effectiveness across multiple platforms besides forging new relationships. From time to time, we do undertake select number of such measures – either as short-term tactical initiatives or as strategic arrangements with leading manufacturers, in order to test new waters.

**Q. Personally, what do you like most about the nexGTV app as a user? Your favorite feature?**

We have recently started curating the news content streamed live on nexGTV. This facility allows viewers to watch only the key highlights instead of the entire typical Live news stream, saving precious time and unnecessary data charges for users. I particularly enjoy this feature, as it not only helps in updating me instantaneously, but also helps me manage my time as a business professional.

**Q. Please shed some light on your roadmap for next five years?**

Given the industry we're in and the speed of its evolution, we can never be certain on what's around the bend? Five years, from that dimension, could represent a lifetime. As a young and ambitious company, we aspire to replicate the success of Netflix in India and our business focus and priorities are aligned to reinforce that objective.

Hence, while on one hand, we're engaged in transforming ourselves from content aggregators to creators and publishers of original content, on the other, we're working hard on our UX/UI to facilitate easy discoverability of content on nexGTV. In other developments, while we further fine-tune our customer analytics on one side, we're also tightening our focus on our content and marketing strategies. Our attempt is to create the future.

**Q. Lastly, what would be the one liner for nexGTV?**

nexGTV is India's premium, wholesome entertainment destination and the unmistakable TV button on your mobile and digital devices.



**MEET**

*G.D. Singh*

**Currently I'm using** an iPhone 6

**My Favorite App picks** (other than nexGTV) Gaana.com and FlightAware

**I am a regular user of** Skype (other than nexGTV)

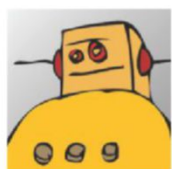
**My message for Apps Unveiled Readers** - Watch out for new original programming soon to be launched on nexGTV that will change the way entertainment is watched. Subscribe to the entertainment destination of India.





## WINDOWS APPS HELP YOUR KIDS DO MORE THIS SUMMER VACATION

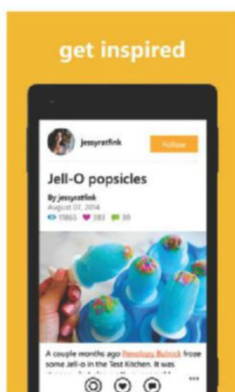
*Let The Creativity Run Wild*



### Instructables Do-It-Yourself fun!

The Instructables app lets you be part of an online community of creative minds who want to discover, share and be inspired by DIY project ideas and information. From useful and entertaining how-to's and hacks, to delicious recipes and outrageous inventions – it's all here. It offers you 100,000 plus tutorials grouped into categories, namely Technology, Workshop, Living, Food and Play, giving you access to an abundance of DIY projects created by others just like you. Overall, Instructables is the place to explore, document, and share your creations!

*Note: Also available on iOS and Android for free of cost.*



### Paint COLOR YOUR VACATION BRIGHT!

This app is for everyone – from kids to adults and from teachers to students. Turn your imagination to life right on your Windows Phone. You can draw beautiful art with random color. There is an option to clear the screen by simply shaking the device, or share your creation by converting the drawing to images in the photo gallery. Go ahead, bring out the Picasso in you!



The summer vacations are here again and it's that time of the year when bedtimes are delayed, days are spent playing and normal routines get thrown out of the window. However, there are also times when kids get fidgety and keeping them gainfully occupied can be quite a task for harried parents. To help you and your kids make the most of the summer break, here is a list of Windows apps from Microsoft that can help!



# Make Learning Super Fun and Simple



## Lynda

Expand the horizons of your kids' knowledge and equip them with new skills – make them smarter and cooler this summer!

Photography ▾

Featured

All  
Cameras + Gear  
DSLR Video  
Flash Photography  
HDR  
Masking + Compositing  
Night + Low Light  
Photo Management  
Photography Foundations  
Portraits  
Printing Photos  
Photo Restoration

Featured



The Lynda app is for your Windows tablets and PC that delivers top-quality training videos to help anyone learn technology, creative and business skills. It offers video courses on almost every topic, including photography, graphic design, business training, web and interactive design, 3D animation, and audio among others, with all of them taught by the experts. Not only kids, you can also discover your hidden talents this summer with Lynda app!

*Note: Also available on iOS, Android and Amazon Appstore for free of cost.*



## WolframAlpha

Don't let homework bother you for the whole vacation!

With Wolfram|Alpha on your Windows Phone, you can explore a vast world of knowledge through an app adapted for your ever-changing, on-the-go lifestyle. With its simple interface and customized built-in keyboard, the Wolfram|Alpha app lets you instantly compute answers to questions and generates reports in a jiffy across thousands of domains — from finance to food, medicine to stocks, spacecraft to wordplay and weather — just name it!! It offers a multitude of functions including plotting graphs, calculations and getting data for just about anything. All in all, Wolfram|Alpha app does everything. It's a calculator. Dictionary. Currency converter. Encyclopedia. Stock tracker. You get the idea. You name it, Wolfram|Alpha does it. Hence, this app could be of great help both for kids and parents while doing the holiday homework and projects. As there are no free lunches, this app will cost you \$2.99.

*Note: Also available on iOS, Android and Amazon Appstore for INR 190. Price may vary depending upon the operating platform.*

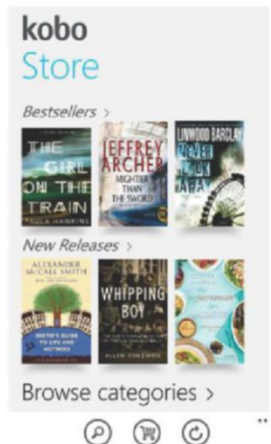


## KOBO BOOKS

Let your kid experience the magic of reading this summer!

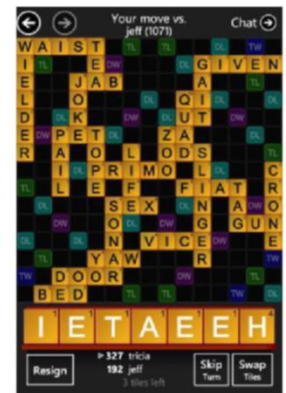
This summer, let the young ones begin their journey of reading and let the older ones discover their favorite book! Download the Kobo app and browse through millions of free and affordable eBooks, magazines, comics and children's books. Whether you're waiting for a bus or waiting to catch your next flight, you can instantly access Kobo's bookstore. Find out the book of your choice by simply typing in the title, author, or topic in the search bar. You can even browse Collections to find curated content based on the interests you're most passionate about. The Kobo app also syncs all your bookmarks, so you can read between your smartphone, tablet, or computer and pick up right where you last left off. There is also an option to customize the reading experience - enjoy crisp, clear text in the size and style you prefer, or try Night Mode for easier nighttime reading. Appy Reading!!

*Note: Also available on iOS, Android and BlackBerry 10 for free of cost.*



## Words By Post Free

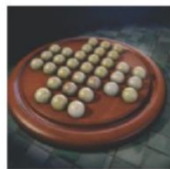
For the Scrabble lovers out there!



Words By Post app is the truly cross-platform word game that lets you challenge and play with your friends irrespective of the mobile device they have - it works on all operating platforms - be it iOS, Android or Windows. For the lone wolfs, the app will pair you against random opponents across the globe with similar skill levels. For the socializers, you can even chat with the opponents using the in-game message board. For the Curious George, you can learn the definition and etymology of played words by just tapping on it. This app has it all. It's time to unleash the word champion in you!

*Note: Also available on iOS and Android for free of cost.*

## Game On Even When It's Too Hot Outside



### MARBLE SOLITAIRE

Time to play some mind games!

Marble Solitaire is a unique take on the popular Chinese board and marble game peg solitaire. The main objective of the game is to eliminate as many marbles as possible by jumping one over another horizontally or vertically till you are left with just one marble! In case you want to make this more challenging, this app features 12 different board layouts to test your skills. Several hours of workout for the brain guaranteed!



### ZYNPO CHESS

Checkmate your boredom!

Zynpo Chess app provides you an exceptional, large scale, multiplayer chess experience. Some of its notable features include leaderboards, rated and unrated games, custom time increments and more. You can also observe live games or play games offline. Without any doubt, Zynpo Chess is one of the most popular chess apps available for your Windows Phone. So, install this app and learn new chess moves along with your kids this summer! Have fun!!



### MINI CARROM

Back to the old days!

Carrom is possibly India's most favorite indoor game and the Mini Carrom app helps you to re-live the fun on your Windows Phone. Score as much as possible by pocketing the coins and then chase the Queen! The thrill of pocketing a coin through a tricky well-angled rebound shot cannot be replaced by anything!

*Note: Also available on iOS for INR 60.*



## Apps Unveiled

READ-TRY-EXPERIENCE

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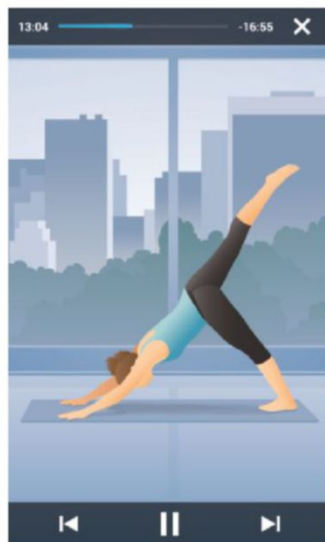
**J**une 21 was declared as the International Yoga Day by the United Nations General Assembly on December 11, 2014. Yoga, a 6,000+ year old physical, mental and spiritual practice aims to transform body and mind. Yoga is a great form of exercise to help you lose weight, reduce stress and enhance flexibility. One of the nice things about yoga is that it can be done just about anywhere. With a mat and a few minutes of free time, you can get in a mind/body workout. And, to help you practice yoga anytime of the day and anywhere – yoga mobile apps are there.

Whether you want to practice poses or complete yoga training sessions, and whether you're a yoga master or just getting started with yoga, there's something for everyone. But, there are hundreds of yoga apps and choosing the right one can itself be a tricky – where to start from? Well, problem solved. Apps Unveiled team presents you with four yoga apps - all are the best ones and can be downloaded (or purchased) from the app store without a second thought. Have a look!



## POCKETYOGA

**Pocket Yoga is an ultra-popular app that's one of the must-haves if you're looking to be consistent with your yoga practice. It is like having a yoga instructor in your pocket. The best part about this app is that it doesn't require network connectivity to work. This means that you can take your yoga practice with you wherever you go.**



Available on:   

Price: INR 190 | \$2.99

The app is so intuitive that all you need to do is just roll out your mat, place your device in front, and Pocket Yoga will guide you through your entire session. You will even get vocal instructions on when to inhale and exhale. You can pick from a total of 27 different sessions (out of a combination of 3 difficulty levels, 3 different practices and 3 durations). The best part about this app is that it offers the ability to quickly preview a practice session to see how a pose should look, and determine if it's too easy or difficult for you before you start. Also, it provides a yoga dictionary, which offers you descriptions and benefits of over 200 poses.

The app also lets you earn in-app karma points on completing the workouts, which can be used to unlock new environments. Added to that, it maintains an ongoing log of all your yoga practices to track your progress. It also offers the ability to play music from your music library in place of the default music. What's more, Pocket Yoga comes with Apple Watch support. Go ahead, get this app now!!



# Yoga.com

**Yoga is probably the world's oldest and most effective way to stay fit and healthy. And when you combine something so eternal with something as modern as mobile technology, what you get is this app! Welcome to the world of Yoga.com app! From stretching to balancing, the HD videos on this app will help you do it all so you get to meet a fitter you. Let's see what this app has in store for you.**

For starters, you get over 300 yoga poses that will help you tone, trim and stay fit overall. Second, each pose has detailed descriptions and 3D muscle images to show you exactly how it's done. Next, you have 45 pre-defined yoga programs that will help you get to the next level of fitness. Then, there are four breathing exercises that you can use to wind down at the end of a long day and further reduce your stress levels.

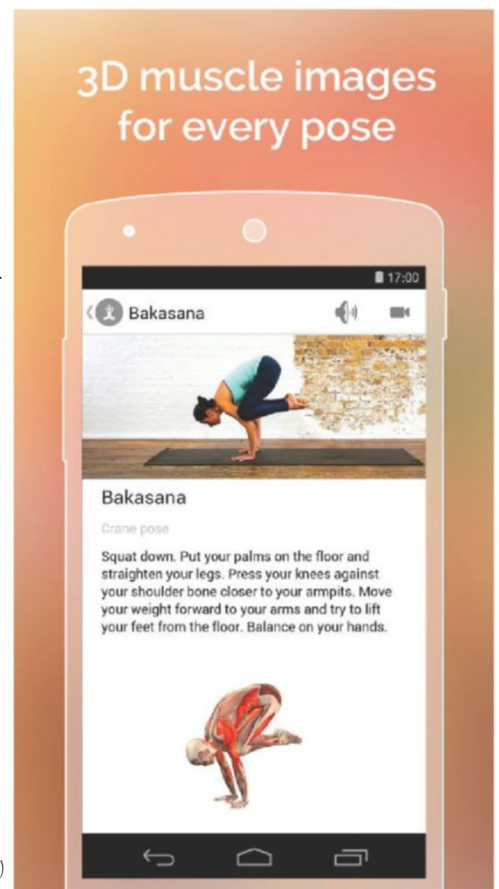
All the yoga programs included in the app are categorized based difficulty level, duration and goal, such as Weight Loss, Flexibility, and De-Stress. So, whether you're taking up yoga to lose weight, de-stress, or improve your

flexibility, there is content to help you achieve just that. The app also lets you create your own customized yoga programs. You can also add your own poses to the database that you can also share with your friends and family on social media.

The interface is simple, but effective with music support for your sessions and the ability to monitor your progress on a calendar. Altogether, this app is a great source to access exceptionally high quality content on yoga, health, well-being, nutrition and holistic lifestyle.

**Available on:**  

**Price:** Android-FREE (offers in-app purchases)  
iOS - INR 250 | \$3.99



## DAILY YOGA

**Whether you want to delve into a five-minute casual workout or a 40-minute rigorous workout, Daily Yoga has options for you. The app provides you with a library of more than 50 yoga training sessions designed for all skill levels and 400-plus workout poses, complete with HD video demonstrations and soothing background music. The training sessions also include various week-based yoga programs that require daily workout and focus to achieve the desired goal. For example, super weight loss plan, slim chance with hatha, improve your flexibility, etc.**

Apart from the week-based programs, the other training sessions included in the app are sorted by yoga skills, health & therapy and weight loss. Each session comes with an overview of what it has in store for you. Once the session is downloaded, you can start with your training by choosing the duration and level of intensity (5-minute casual training, 15-minute moderate training or 25-minute intense training). The elaborated HD videos with step-by-step instructions will guide you through the right procedure and postures throughout the session. Added to that, you can track and monitor your progress on a calendar. Making the app more user-friendly and interesting, it has suitable music tracks that play in the background

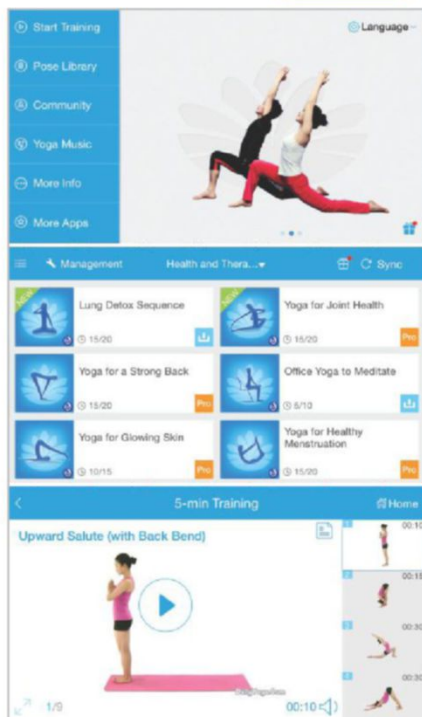
to help you focus your energy on the practice, while keeping distractions at bay.

The free version of the app gives you an access to a good amount of yoga programs and poses to get started with yoga. And later, you can unlock more advanced modules and poses through in-app purchases. What's more, the app also has a built-in yoga community to keep you motivated.

Overall, Daily Yoga app is a complete package. It contains almost everything that a beginner needs, but it also puts up a challenging regimen for advanced learners. Must try!!

**Available on:**   

**Price:** FREE (offers in-app purchases)







# YOGASTUDIO

**Yoga Studio is a great tool for anyone who likes yoga or wants to give it a shot, the app is well designed and easy to use, and offers a multitude of options including ready-made classes, individual poses, and even a build-your-own class feature.**

The app gives you an access to 65 ready-made yoga and meditation classes, which are sorted by level (beginner, intermediate or advanced), duration (15, 30 or 60 minutes) and focus (strength, flexibility, relaxation, balance or combination of all four). So, you can find out the perfect class to begin with by choosing the level, duration and focus. The classes themselves are led by a soothing female voice-over, with HD video featuring model performing each pose. The app makes sure that you learn how to move smoothly from one pose to the next. Added to that, the integrated calendar feature enables you to schedule your yoga classes as you prefer. You can also track your class history and easily access your most recent and most played classes.

The app also features a comprehensive library of over 280 poses with step-by-step instructions, list of benefits, modifications, variations and cautions for each and every pose. The smart search function will help you find poses based on type, focus and ability. Plus, you can search for poses by name both in English and Sanskrit. There is also an option to mark poses as favourites for easy access later.

The USP of Yoga Studio app is that it lets you create your own personalized classes with the exact combination of poses you want, or you can customize an already existing class by adding or removing poses. Must say, making your own yoga class is a breeze. Unique features like pose blocks and smart-link make it simple, intuitive and fast. Pose blocks are short sequences of poses – like a sun salutation – that can be used like building blocks to make a class. Just add a few pose blocks, throw in some of your favourite poses that can be arranged in any way you want and your class will be ready in no time. Simple! And yes! Smart-link feature makes sure that your class flow smoothly from one pose to the next. Create as many classes as you want and the Yoga Studio app will stitch all of them together, making one full, flowing video class – with the help of its own video stitch technology.

Overall, whether you're completely new to yoga or a seasoned expert, the Yoga Studio app is for you!

**Available on:** 

**Price:** INR 250 | \$3.99



## 'Talview Candidate App' launched for job seekers

Talview, an automated video interview platform that assists organizations in screening candidates before a face to face meeting, recently launched its cutting-edge and candidate-friendly mobile application, 'Talview Candidate App'. The one-of-its-kind app is carefully-designed to assist candidates to gain first-hand experience, give actual video interviews and also practice aptitude tests.

Sanjoe Jose, CEO of Talview, commented, "The unique app is designed mainly to help candidates prepare thoroughly for their final video interviews. We launched the innovative application to give our patrons the convenience and ease of attending interviews through their smart phones. 60% of our youth sleep with their phones and 48% of the Smartphone users are less than 25 years of age! Future of interviewing is Smartphones".

If you are a job seeker looking to polish your interview skills and also looking for interview practice, you can download this app to do some practice interviews. The app can also be downloaded by the candidates who are supposed to attend an online video assessment on Talview, provided the prospective employer has instructed them to do so. Just download the app, use the code given to you by your prospective employer and attend an online video assessment on Talview Candidate App. Simple!

Added to that, the app also assists candidates in honing their interview skills for a successful final interview by helping them give demo video interviews. Besides this, aspirants can practice aptitude tests to bolster their preparation. The QR Code scanning facility helps candidates to attend an interview for a job whose advertisement they saw while on the move.

As of now, the app is available only on Android App store. It will be launched on iOS and Windows phones soon.



## LINE Launched Massive Group Call App "Popcorn Buzz" Globally on Android

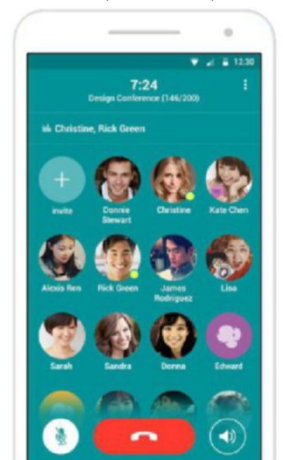
LINE, the world's leading instant voice messaging/calling platform launched "Popcorn Buzz," a revolutionary free group call app on Android that allows up to 200 participants to simultaneously converse.

Popcorn Buzz offers powerful group call functionality perfect for just about any situation. Popcorn Buzz can be used to talk with friends and family, catch up with classmates, make plans with club members, and more. On top of that, Popcorn Buzz is a perfect replacement for existing paid business-grade conference call services. For users that need to talk to multiple people at once, Popcorn Buzz accommodates both personal and business usage, all for free.

Anyone can get started with Popcorn Buzz simply by choosing a username and uploading a profile picture. By sending out each group call's unique URL via email, text message, any other communication method of the user's choice, they can start making group calls with friends without any delay. Additionally, existing LINE users can log in to Popcorn Buzz with their LINE account to immediately synchronize their friends list data and get started making group calls with their LINE friends right away.

An upcoming iPhone release is planned, along with the implementation of additional features such as group video chat, interconnectivity with LINE groups, and more in the future. With its release, Popcorn Buzz seeks to redefine the limits of smartphone communication in a way that has never been done before.

Free Group Calls  
With up to 200 People



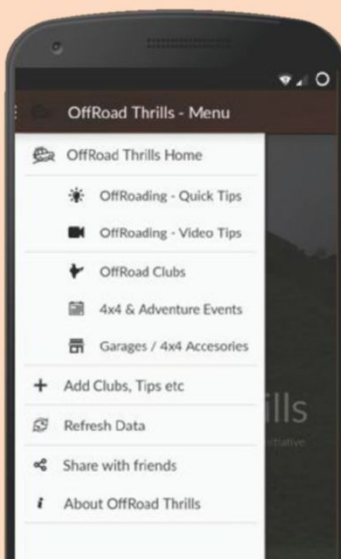
## 'OffRoad Thrills' app launched for the 4x4 and off-road enthusiasts

DriveBy Labs released OffRoad Thrills app on Android as part of the Bangalore OffRoad Drivers Association (B.O.D.A) initiative to make 4x4 off-road, one of the fastest growing adventure motor-sports in India, closer to everyone.

OffRoad Thrills app provides users with quick tips on off-road basics, 4x4 technology, off-road driving, modifications & recovery. There is a section with hand-picked off-road videos to learn about various off-road aspects such as Hi-Lift Jack, Winching, Recovery Straps, Tyres, etc. The app also lists prominent 4x4 clubs across India that you can join. A calendar of popular off-road events is provided and the app also features listings of prominent off-road modifiers/garages, accessories

& equipment suppliers for off-roaders to modify and prepare their 4x4 vehicles for off-road.

"The app has been very well received and supported by all prominent clubs within the Indian off-roading community. Most members have echoed our belief at B.O.D.A for the need of such a mobile app to spread awareness on different aspects of off-road," said Shahnawaz Khan, a veteran off-roader and the person behind the OffRoad Thrills app. "That the app made its way to the top 100 free apps on android play store, in the sports category, within a week of its launch is a testimony on how well the app has been received by users," added Vijay Kumar, chairman of the B.O.D.A club.





## PMO to launch its own app

The PMO app, set to emerge as a key interface between the people and the government, is being planned to provide faster links to different departments, downloadable content, helplines and grievance redressal mechanisms. It may also be an easy route for online donations to the prime minister's national relief funds.

Increasing its presence in the digital world, the Prime Minister's Office (PMO) will soon have its own mobile phone app, which will serve as an integrated gateway to all government websites.

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The app will be made through crowd-sourcing ideas with Google acting as the developer. The competition to design the app got more than 50,000 responses in less than a month, and 20 winners were selected. The contest for Wireframe Design is now on, to be followed by the final stage - app development.

The winning ideas include suggestions where the app could be used to seek public opinion on key policies and also sell novelty items like Indian flags, T-shirts and other collectibles. For die-hard fans of Prime Minister Narendra Modi, wallpapers and screensavers may also be made available through the app. The users will also be allowed to link their social networking sites with the app.

Over the years, ministries and departments have gone cyber, keeping up with the demands of a net-driven communication system. But the PMO app will be the nodal platform, providing easier access to the government from anywhere.

## Meritnation launched "Report Card" app for parents

Meritnation, e-learning platform has launched the "Report Card" app, which gives a continuously updated real time digital report on a student's progress. Over 92,00,000 parents of students on Meritnation's platform can use this free Android app to stay updated on the progress their children are making in their studies.

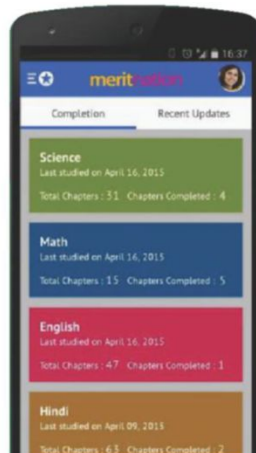
### What does Report Card by Meritnation bring to the table?

1. Syllabus Completion: Helps you track your child's performance on the goals you have set for him/her.
2. Recent Updates: See all the Study Material completed, tests taken & other activities that a student does on Meritnation.

### Key benefits:

1. Continuous Monitoring: Report Card app gives every Parent a one click access to a complete report of their child's academic activities on Meritnation. Now you can check whether your child was playing video games on the computer or actually studying.
2. Early Diagnosis: If your child is getting stuck in a subject or a topic you can identify that upfront with Report Card app. With early diagnosis you can intervene & help your child overcome his/her difficulties.
3. Motivation: Report Card app acts as a huge motivator because students now know that their parents can see all the hard work being put by them into studies.

Pavan Chauhan CEO Meritnation said "Monitoring a child's progress and providing motivation by rewarding accomplishments, can be a crucial factor in improving a child's study performance. 'Report Card' by Meritnation allows parents to partner with kids in their educational progress using the power of cutting edge technology on Meritnation.com."

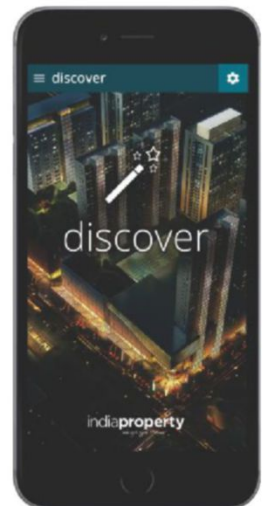


## IndiaProperty bets big on mobile- Launched new mobile first Property search paradigm - 'Discover'

The world is going mobile and so is Property search. IndiaProperty today has taken property search a significant step ahead by unveiling a revolutionary mobile-first Property search experience – 'Discover' on its app! A property seeker has a multitude of questions in their mind and not many clear answers. Discover makes this process of finding the answers and making a choice easy by 'automagically' bringing the answers directly to the user.

Discover's proprietary machine learning engine maps user behavior patterns and intelligently recommends various snippets of content that are relevant to the user. The information in the feed includes news articles, market reports, localities of interest, price trends, event information, tip of the day, word of the day and of course properties matching the users' interest along with regular project status updates. The app is currently available on the Android, iOS app platforms and also Mobile Web.

Talking about the newly launched product Muralikrishnan B, COO, IndiaProperty said "Property search is not just about seeing a list of Properties, but finding the answers to a multitude of questions that culminate in the final decision. With Discover, we have a mobile first solution that provides all the relevant information that the user wants to help him/her in their Home Buying journey smartly presented in the Feed. We believe this would set new benchmarks in the Home search experience - not just in India, but also globally."





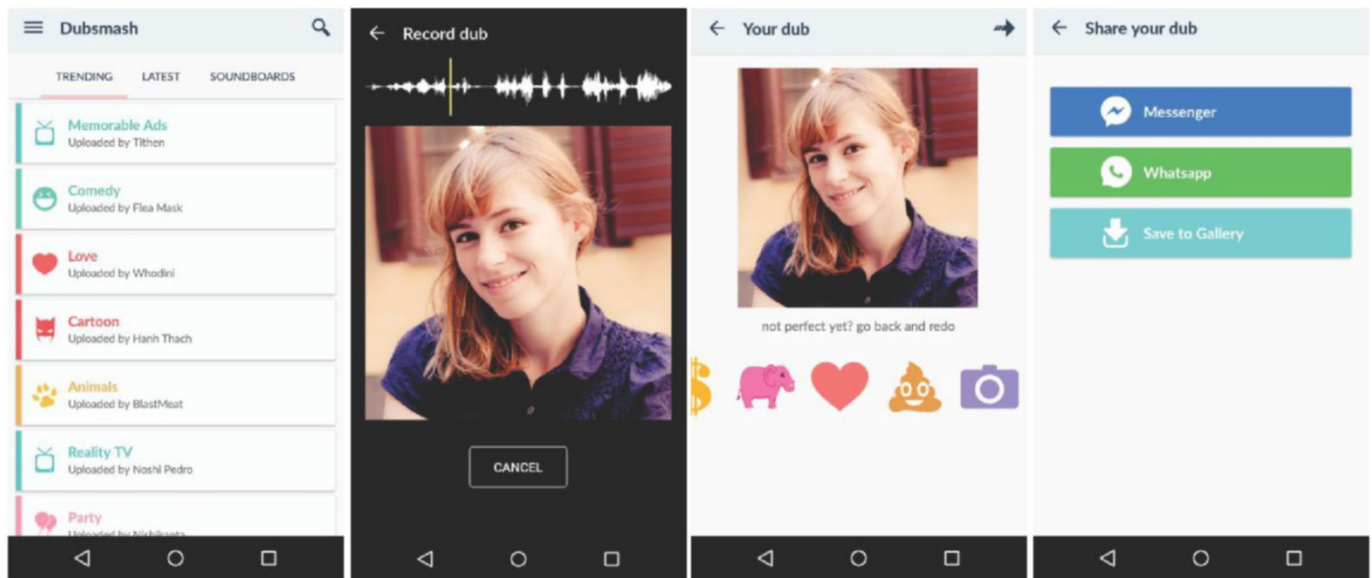
**By the time you are reading this review, you must have seen many Dubsmash videos of celebrities on social media. The app is creating a lot of buzz these days. You know what! It has been downloaded by 50 million users in 192 countries since its launch in November 2014. So what is the reason for Dubsmash's huge viral success?**

Select Sound

Record Yourself

Add Caption and Stickers

Share with friends



**What is Dubsmash:** Dubsmash offers yet another new form of lighthearted communication you never realized you wanted. You must have heard of the term dubbing. The app is based on the same. It is a lip-syncing app that allows you to record videos of yourself dubbed over famous quotes. The quotes are taken from a variety of sources, including TV shows, movies and songs. There are also clips from popular chart hits, musicals, and even operas.

**How it works:** Dubsmash became famous only because of its simplicity. The interface is fluid and simple, and suitable for any age group. You just have to tap on a particular sound to create the Dubsmash. As the camera opens, get creative with the lip sync as per the voice over. You can redo it as many times as you want until you get the perfect dub video. Funny stickers, caption and filters can also be added to the video to further enhance it. You can have more fun with your

Dubsmash video by sharing it with dear ones through Whatsapp, Facebook messenger or text message. Dubs can also be saved to your phone's gallery. From there, you can share it on other platforms such as Instagram or Vine.

**Wide variety of sounds to choose from:** The best part about the Dubsmash is that the sound selection is huge and growing huger, thanks to the focus on user-generated content. People across the globe have contributed to the content here. That means Dubsmash allows you to upload your own sounds on the app. The app organizes audios into three main channels: Trending, Discover and My Sounds. All channels are pretty self explanatory, but the key user interface element is the sound categories on the "soundboard" (created by Dubsmash users). As of today, there are more than 40 categories such as cartoon, funny, love, sports and commentary, internet hits, memorable ads and many more. You can

also search for specific sound, quote or song using text keyword search function, and bookmark sounds you like to save it to your favorites. The app also offers the ability to create 'Soundboards' – a better way to organize sounds in multiple tabs, and also allows you to subscribe to other users' boards.

**Dubsmash 2:** Beware! Don't download it!! Dubsmash 2 was available on Android, purporting to be a sequel to the original app, which actually turned out to be malware bombarding users with porn. Dubsmash 2 has been removed from the Google Play store, but is still available on the internet, so be careful.

**Conclusion:** Overall, Dubsmash is the fun way to communicate and spice up your social life. Go ahead, dub your favourite song now! You must give it a try!!

**Available on:**  

**Price:** FREE



## Confused?

Which app to download  
or not to download?

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### Be appintelligent

Utilise your smartphone  
to the fullest

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### SHARE YOUR EXPERIENCE

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- Best entry will get publish in the next issue along with the winner's photograph.

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- ✓ Real-time reporting and analytics

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- ◆ Enhance your business revenue from day 1
- ◆ Seamless payment experience for your customers
- ◆ Improve your efficiency with advanced business intelligence through analytics
- ◆ Round the clock customer support

## 3 Easy Steps to Grow your Revenue



### Integrate

Takes just 30 minutes to connect app or site with Paychamp



### Accept Payment

Customers pay for digital goods/service through Paychamp



### Make Money

Generate more revenue through Pay champ

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